



List Maintenance Data Tools

**“New Power Tools Available to
Election Officials”**

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List Maintenance Challenge

- Keeping Pace with Voters to Maintain Voter Rolls
- Meeting Expectations of Voters
- Goal is to be Smart, Accurate, Focused
- Notification to Election Officials of Address Updates Changes & Life Events
- Challenge is Upgrading List Maintenance Processes to Latest Technologies & Available Data



- **Current Technologies and Data are Available?**





Sources of Data

- Department of Motor Vehicles
- Social Security Administration
- Department of Health/Vital Statistics
- Statewide Voter Registration System
- Courts



- **What Technologies and Data Power Tools are Available?**





Return to Sender





Credible Third Party Data Power Providers

- National Change of Address (NCOA) Options (i.e. NCOA Max/Proprietary)
- Electronic Verification of Vital Events (EVVE) - NAPHSIS
- Third Party Credible Data Providers



NCOA Features

- Validate Contact Addresses Using National Change-of-Address Web Service
- NCOALink data is provided on a regular basis to companies that have been licensed by the Postal Service.
- Accesses a database of approximately 160 million permanent change-of-address records from the USPS® NCOALink data.
- **Information available to keep mailing lists up-to-date, even when movers fail to notify of any change of address.**



NCOA Features

- Correct and Standardize Address List – Database Hygiene
- Verify Addresses (i.e. Business v. Residential, Vacant, P.O. Box Delivery Address, Duplicates)
- Increases Quality of Address Data
- Improving the Deliverability of Mail



NCOA Services

- Real-time web service that accesses NCOA database
- Companies keeping their mailing lists up-to-date, **even when movers fail to notify of any change of address.**
- Audit Features
- Analytics



EVVE “FACT OF DEATH”

- Electronic Verification of Vital Events
- Run by NAPHSIS, national non-profit representing the state vital records and public health statistic offices in the United States
- Obtains deceased data directly from state death databases.
- Submit single queries or large volume requests checked against all participating state death record databases simultaneously



EVVE “FOD”

- An electronic response from the state or jurisdiction either verifies or denies a match within a matter of seconds, and returns the date of death as well as the place of death
- Currently, 41 states and jurisdictions are fully participating in the EVVE FOD system – more near full participation. NAVPHIS expects all 57 states and jurisdictions to soon participating fully in EVVE FOD.



Why EVVE “FOD”?

- Includes records not included with Death Master File.
- “Currently, the primary public source of death information in the country is the Social Security Administration’s (SSA) Death Master File (DMF). The public DMF originally contained over 89 million records and was created from death records that had been reported to the SSA.”



Why EVVE “FOD”

- “In November of 2011, SSA was no longer allowed to include state protected death records in the public DMF. As a result, the number of death records reported in the DMF was significantly reduced by approximately 4.2 million records, and SSA adds about 1 million fewer records annually, rendering the current public DMF very incomplete. Jurisdiction vital records offices, on the other hand, do have current, accurate, and complete records of deaths that occur in their jurisdiction and are therefore; the only source for complete and accurate death information.”



EVVE FOD Clients

- Social Security Administration
- Office of Personnel Management
- Department of Motor Vehicles
- Medicaid Offices
- Department of Homeland Security - USCIS
- Department of State - Passport Services Fraud Prevention Offices
- Department of State - Diplomatic Security
- Army National Guard
- Regional FBI Offices
- Secretary of State Offices



CREDIBLE THIRD PARTY DATA (PUBLIC RECORDS)

- Online Systems – Person and Address Locators
- Search engines to find individual and address using name, ssn, old address
- Military locator
- Voter registration record information from many states
- Social Security death records;
- Real & Personal Property Records
- Motor vehicle records



Credible Third Party Data

- Vendors can provide address cleansing to reduce returned mail and other costs associated with undeliverable mail
- Identifies and maintains current addresses (and phone), improve chances of delivery of mail
- Finds updated address by search of change of address files, as well as credit, proprietary and other self-reported sources, including public records, real estate records, Electronic Directory Assistance listings, and national change of address records.



Orange County, CA '12 Test/Study

- Orange County Registrar conducted a study and released a report of list maintenance activities using various sources, including credible third party data
- Finding: Credible third-party data was very effective in reaching voters who moved out of OC because the nationwide reach of database.
- In initial test, **OC sent 1,000 names and addresses** to the credible third-party data provider of voters who had no recent voting or registration activity.



Orange County, CA '12 Test/Study

- OC suspected many voters may have moved, but no notification via NCOA, the DMV, another election office, or by the voter
- OC Test showed credible third-party data provider identified new addresses for over 500 of the 1,000 records that were submitted to them.
- OC Test demonstrated a large number of voters who move or change their address frequently. For example, 281 voters used in test had moved or changed their address at least 5 times since they updated their voter record.



Orange County, CA Study

- OC then analyzed 250,000 voters who had not participated in any election in the last four years.
- The credible third-party data provider provided updated addresses for over 122,000 of these voters.
- OC sent postcards to these voters with a more recent address provided and results were positive.



Orange County, CA Study

- The use of address data allowed OC to reach voters and correct address records of 18,800 voters who returned the mailing.
- The overall cost of using a credible third party data provider for 250,000 voter records was almost \$60,000 (data + postage) to reach out to voters. The cost savings that will result from updating 18,800 voters' addresses from this process will be over \$44,000 after just one election.



Questions?